



DISCOVER FORT LAUDERDALE'S AFRICAN-AMERICAN HISTORY

**Call for Artists
and Creatives**

**Deadline to Apply
Monday, October 10, 2016
5:00 pm**

Destination Sistrunk Cultural Marketplace

Saturday, December 3, 2016, 4:00 pm – 8:00 pm
Delevoe Park, 2520 NW 6th Street, Fort Lauderdale, FL 33311

Presented by Broward Cultural Division, Broward County Parks & Recreation, Greater Fort Lauderdale Convention & Visitors Bureau, Broward Municipal Services District; Old Dillard Museum, and TOUCHBroward Healthy Community Zones Initiative

About the Program:

Destination Sistrunk is a new cultural tourism program presented by Broward Cultural Division, the Greater Fort Lauderdale Convention and Visitors Bureau and Old Dillard Museum. It encourages residents and visitors to discover Fort Lauderdale's African American history and includes: history and wayfinding markers; a Black heritage trolley and walking tour; an interactive website; and a cultural marketplace.

Cultural tourism is an important tool for celebrating, preserving and promoting unique heritage. It is also an effective way to stimulate the local, creative economy. It increases opportunities for artists, encourages public participation in the arts and facilitates cultural commerce.

What is Cultural Tourism?

Excerpt from: <http://www.massculturalcouncil.org/services>

Cultural Tourism is the travel industry's term describing travel and visitation activities directed at an area's arts, heritage, recreational and natural resources. It's not a new phenomenon, but it is a new way of connecting with residents and visitors eager for a cultural excursion. These multi-cultural and multi-generation visitors make destination choices related directly to an area's performance, artistic, architecture and historical offerings.

Recent tourism research indicates clearly that Cultural Tourists are a force to be reckoned with. Here's why:

1. Cultural Tourism is the fastest growing sector of the travel industry.
2. Cultural Tourists spend \$62 more per day and \$200 more per trip than other travelers.
3. Cultural Tourists include multiple destinations during a visit and stay one half-day longer at each destination.
4. Cultural Tourists have higher levels of income.

About the Marketplace:

The Destination Sistrunk Cultural Marketplace is an economic driver that leverages the artistic, creative, cultural and community assets of Fort Lauderdale's historic Sistrunk Neighborhood. It presents a unique, outdoor gathering place that supports revitalization, provides opportunity for creative industry entrepreneurs, and serves as a welcoming, safe and sociable public gathering place. Marketplaces are known for their ability to bring together people of diverse ages, races, ethnicities, and socioeconomic backgrounds to easily interact, participate in other community activities, and experience the heart and soul of communities.

The Destination Sistrunk Cultural Marketplace is special because it focuses on providing free, interactive community artmaking experiences; affordable retail offerings by artists and creatives; healthy cuisine demonstrations and tastings; food trucks; connections to local resources; and auditions for the Destination Sistrunk Presenter Roster.

2016 Marketplace Components:

- Artmaking Workshops led by professional teaching artists
- History and Culture Attraction presented by Old Dillard Museum and the Children's Services Council of Broward County
- Arts and Creative Retail tents
- Food Trucks
- Healthy Cuisine presented by TOUCHBroward Healthy Community Zone Partners
- Auditions for the Destination Sistrunk Presenter Roster.
- Public Art & Design signal box project

- Mural-making by Artists and Marketplace attendees

What We Seek:

Broward Cultural Division seeks artists and creatives to be vendors and exhibitors of affordable goods and services; provide hands-on learning workshops or demonstrations; and audition to participate in the Destination Sistrunk Presenter Roster for future programming.

Eligibility:

There are three (3) eligibility categories: artistic workshops; exhibitor and vendor space; and auditions.

- **Artistic Workshops:** Invited to apply are teaching artists and cultural educators who are listed in the Broward Cultural Division Arts Education Directory at the time of the deadline to apply (see below). An honorarium, free tent, tables, chairs and supplies will be provided.

For more information about the Arts Education Directory, please visit: <http://www.broward.org/Arts/ArtsEducation/AIEDirectory/Pages/Default.aspx>

- **Exhibitor and Vendor Space:** Invited to apply are artists, creatives, and creative businesses within Broward, Miami-Dade, Monroe, Palm Beach, or Martin County. Preference will be given to those who reside in Broward and/or are residents of the historic Sistrunk neighborhood. A free tent, tables and chairs will be provided.
- **Auditions:** We're creating a roster of pre-selected artists who will be invited to present at various Cultural Division events. Invited are individual, Broward-based practicing professional artists and experienced arts students of all ages. Applicants under the age of 18 must be accompanied by an adult. Auditions will take place on the stage under the large presenting tent. Marketplace participants will have the opportunity to watch the auditions while enjoying food and refreshments. A selection panel will view the auditions and recommend those who should be added to the roster.

How to Apply:

1. To Start a New Online Application, click link below:
https://www.GrantRequest.com/SID_391?SA=SNA&FID=35198
2. To Resume a Previously Started Online CAEP Application, click link below:
https://www.grantrequest.com/SID_391?SA=AM
3. Select Category

- a. Artistic Workshops
 - b. Exhibitor and Vendor Space
 - c. Auditions
4. Answer Questions
5. Upload Samples
- a. Artistic Workshops
 - i. A lesson plan for each workshop proposed
 - ii. A list of supplies and materials needed, along with estimated cost
 - b. Exhibitor and Vendor Space
 - i. Resume/bio
 - ii. Previous vendor/exhibitor experience
 - iii. 3-5 images of the work/items you plan to vend/exhibit
 - c. Auditions
 - i. Resume / bio
 - ii. Performance experience
 - iii. Equipment/technology needed
6. Click "Submit"

Schedule:

Deadline to Apply: Monday, October 10, 2016, 5:00 pm

Notice of Acceptance: October – early November, 2016

Event Date: Saturday, December 3, 2016

Event Time: Check-in/set up: 2:30 pm (or earlier)
Event Start Time: 4:00 pm

For additional information contact:

- Brittany Martin, btmartin@broward.org, 954-357-4795

- Grace Kewl-Durfey, info@destinationsistrunk.com